

visit BRISTOL

Visit Bristol Digital Opportunities

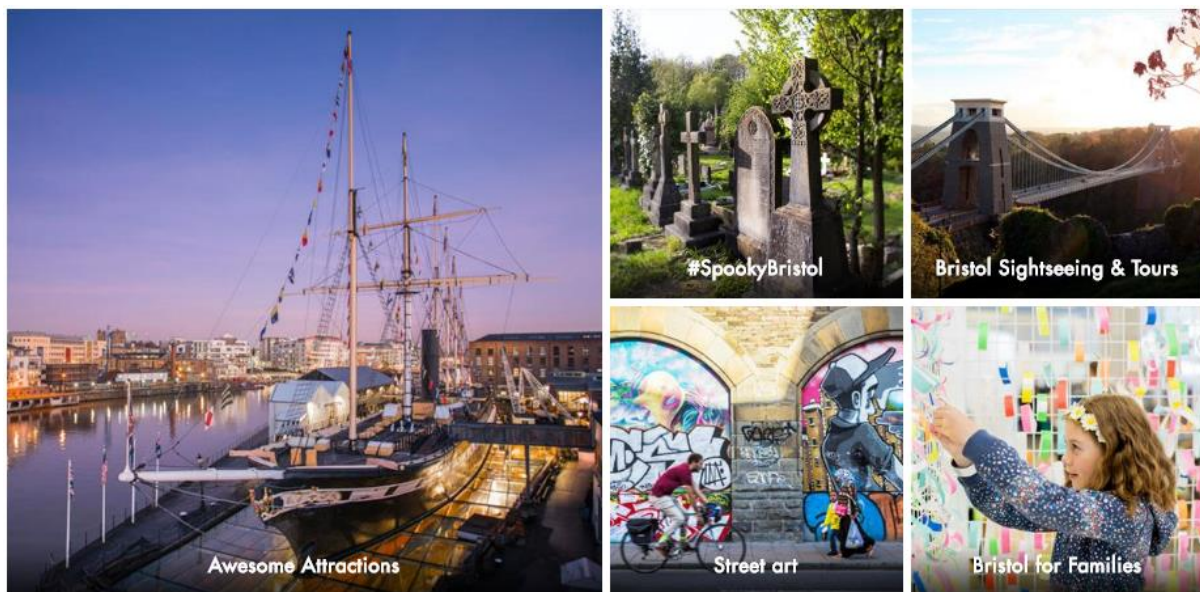
Take advantage of Visit Bristol's digital and social media presence by booking a commercial opportunity to showcase your business and current messaging.

	Monthly Average	2018 total sessions	% comparison to 2017	Average time on site
Visit Bristol total	275,665 sessions	3.3 million	+16%	1m 50s
Visit Bristol blog	>50,000	591,055	+86%	2m 17s

- 61% website sessions are mobile, 29% desktop and 10% tablet/small laptop
- Top territories: UK (88%), USA (2%), France, Spain and Germany

Featured Pages on VisitBristol.co.uk

- Landing Page Featured Tiles on dedicated section e.g. what's on, things to do
- **Members – from £150 per month (only available to members)**



- 'Don't Miss' boxes in main navigation tab
- **Members – from £200 per month (only available to members)**

Web Banner on VisitBristol.co.uk

- On average, [VisitBristol](#) receives more 300,000 visitors per month
- The web banner will appear at the bottom of the dedicated section on the site and will link directly to your website
- We can provide you with full details of how many times your advert has been viewed and clicked, so you can measure its effectiveness
- **Members – from £200 per month**
- **Non-Members – from £450 per month**



Sponsored Blog

- In 2018 our blog received **568,395 views** and is one of the fastest growing areas of the site
- You can view our blog here <https://visitbristol.co.uk/blog>
- Book a dedicated **blog post package**, including paid-for social media promotion, to feature your business and raise awareness over a prolonged period
- Top performing sponsored blog this summer was Spotlight on: Berkeley Castle Uncovered with **1435 views**
- **Members – from £450 per month**
- **Non-Members – from £695 per month**

Spotlight on: Berkeley Castle Uncovered

Home to the same family for 27 generations and with 11th century origins, [Berkeley Castle](#) has a long and remarkable history. From the 2 – 29 September, the [Berkeley Castle Uncovered](#) exhibition is giving you a chance to dig a little deeper than ever before into the stories of the castle and those who have lived there. Expect talks, tours and exhibitions, with access to rarely seen exhibits and spaces.

And it's not just for history buffs! Here are five parts of the exhibition that prove lovers of fashion, gardens, art, castles and intrigue will all be captivated by the programme.



Inclusion in Consumer Newsletter

- Our consumer newsletters are sent fortnightly to a fully compliant database of 12,000 with an average open rate of 27% and click-through rate of 9%
- Book a feature with up to 35 words plus an image to showcase your upcoming event or package
- **Members – from £400 per month**
- **Non-Members – from £600 per month**



Solus Newsletter (subject to availability)

- For more complete messaging, we can offer a solus newsletter which is completely dedicated to your business
- This will be sent at an agreed time to a fully compliant database of 12,000 with an average open rate of 27% and click-through rate of 9%
- **Members – from £600 per month**
- **Non-Members – from £800 per month**

For more information, to book or if you are interested in created a package, contact Faye Batchelor faye.batchelor@visitbristol.co.uk

All rates are per month and are subject to VAT and availability

All statistics in this document are correct as of 31 January 2019.